



Pitch Deck

Matt Tunstall

CEO & Founder

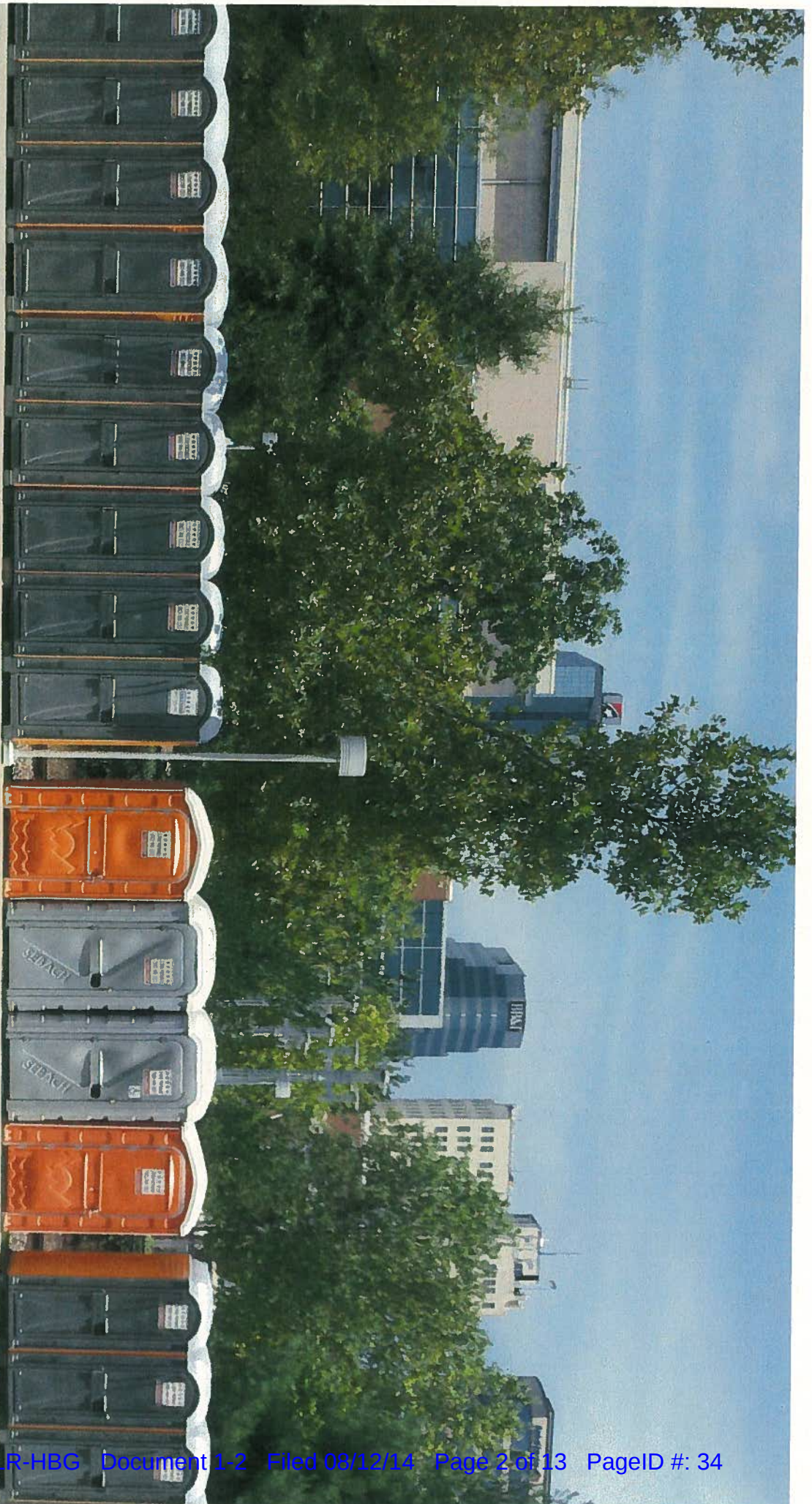
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January, 15 2014



PROBLEM...

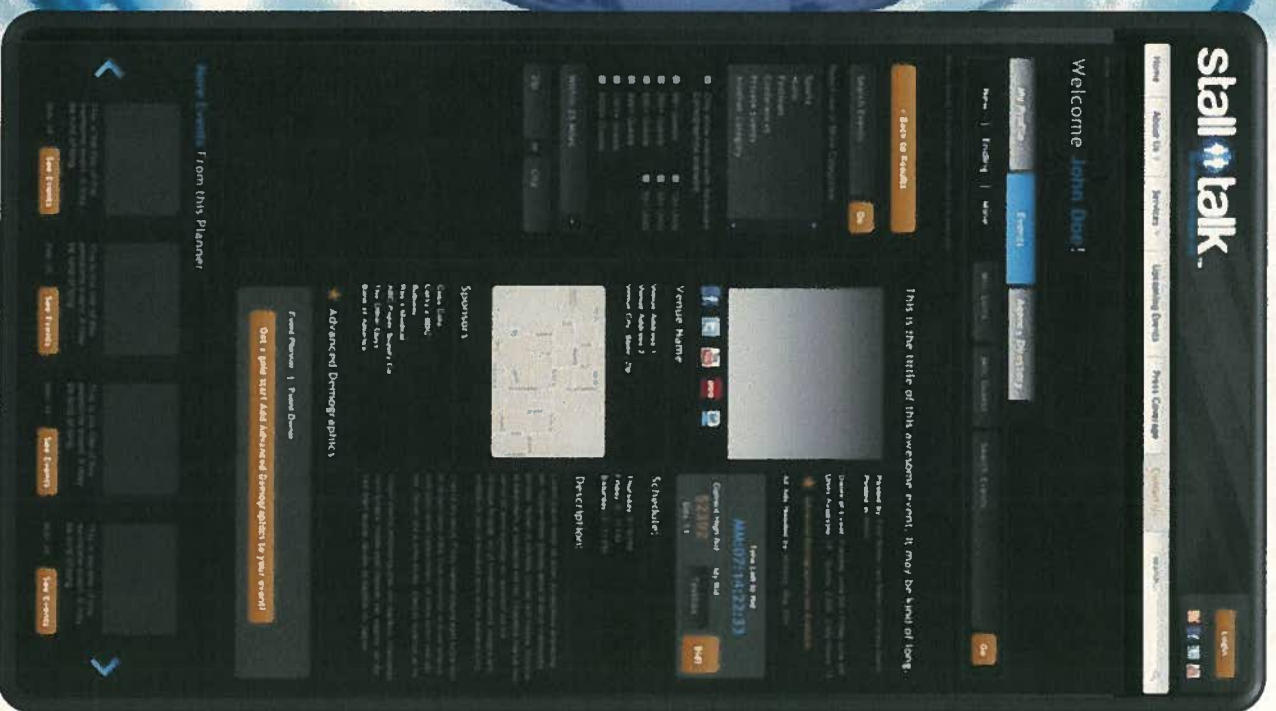


INTRODUCING...STALL TALK



- Exclusive Ad Network
- User-based Sign-up
- Location Search
- Digital & Static
- Media Production & Distribution
- Logistical Support

PRODUCTS & SERVICES



User Sign up

Sponsors & Properties

GPS Submission/Location Search

Events and Real Estate

Notifications

Opportunities, Deadlines and Approvals

Marketing Logistics

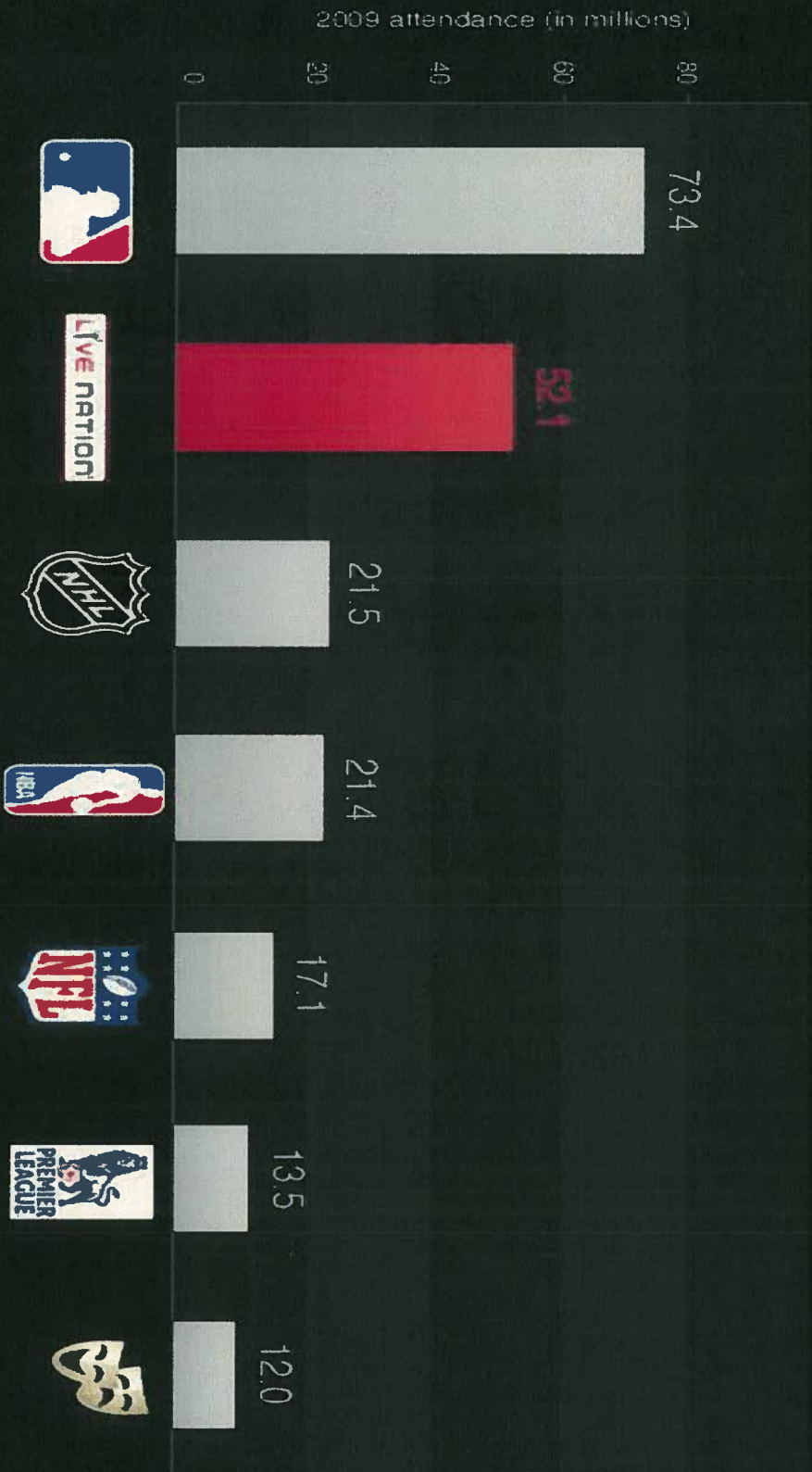
Pre-Sell GPS locations.

Dashboard reports on fulfillment

Turn-Key Fulfillment

Media Production, Project Management and Q.A.

MARKET VALIDATION

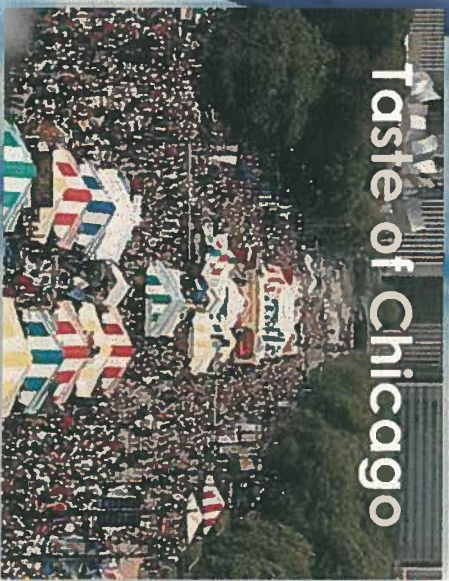


Source: Live Nation attendance totals - 10-K, 2009 MLB, NBA, NFL, and NFL attendance totals - ESPN.com, 2009 UK Soccer attendance totals - WorldFootball.net, 2009 Broadway attendance totals - The Broadway League, Live Sports Research

MARKET TRACTION



Taste of Chicago



Lollapalooza



Multi-year,
exclusive contracts
to 20.1% of all
portable toilets in
United States.

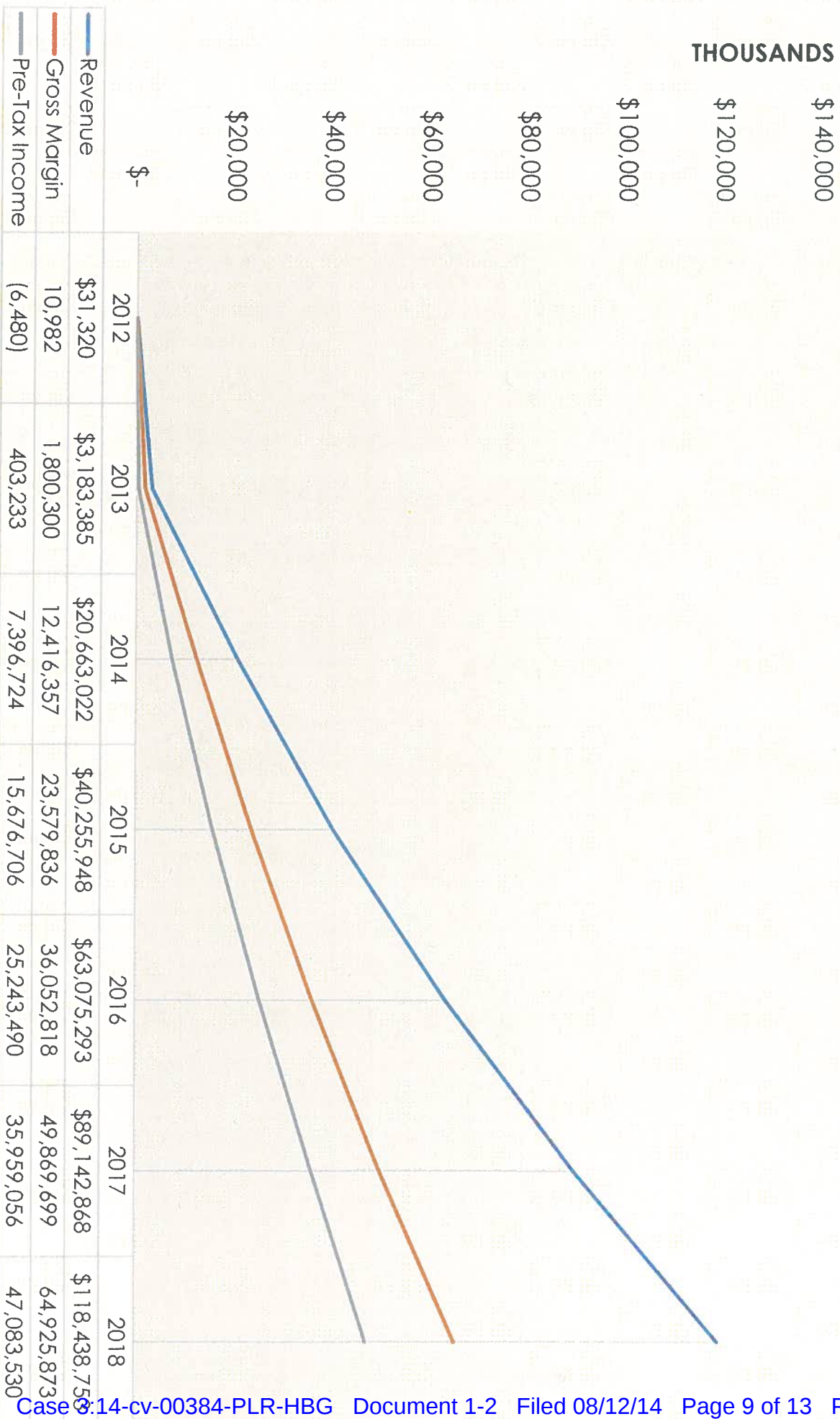
- 302,000 potties
- 84 cities in 27 states



MARKET ADOPTION

- 900% sales growth
- 6-time Award Winner
- Media Coverage
- National clients
- Key industry relationships
- Brand equity

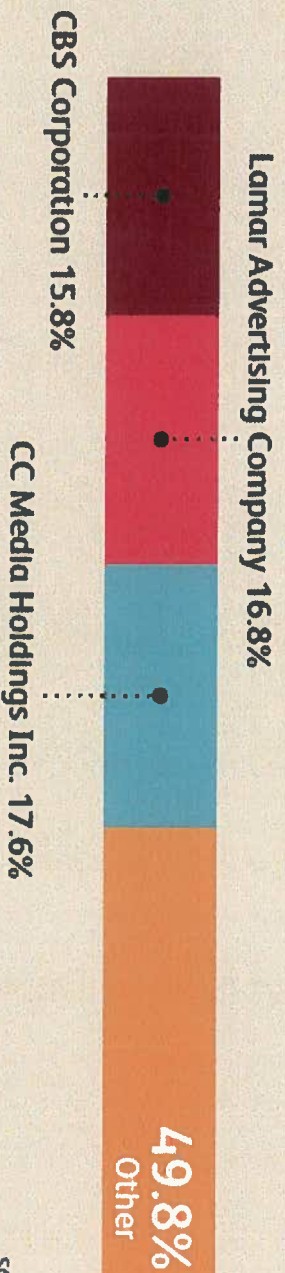
FINANCIAL PROJECTIONS



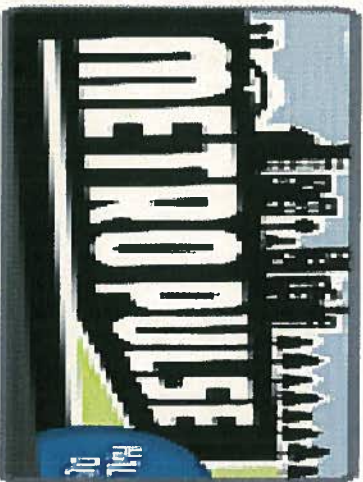
THE COMPETITION

No major players in
our market segment.

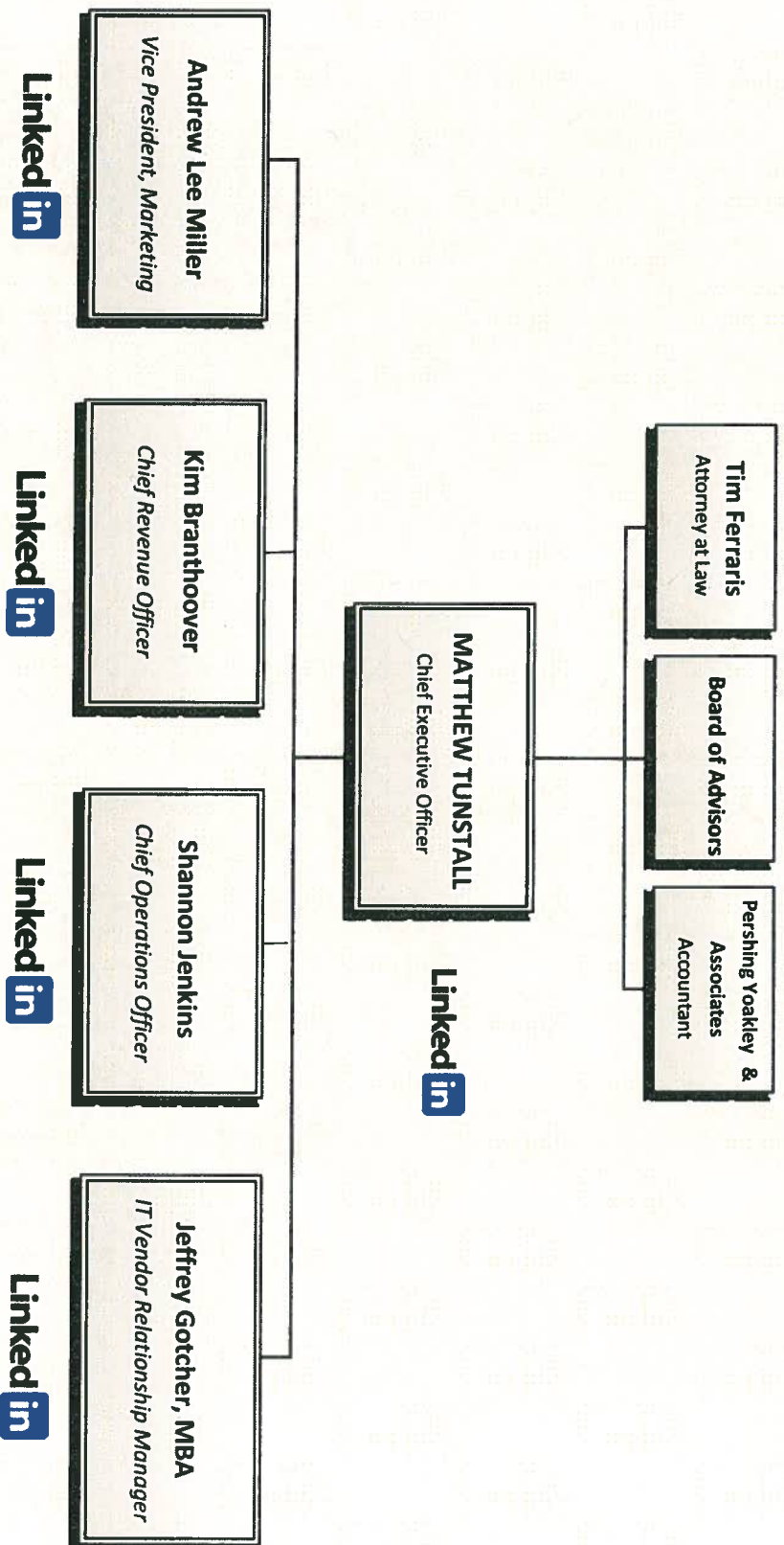
Major players (Market share)



SOURCE: WWW.IBISWORLD.COM



LEADERSHIP TEAM



CONFIDENTIAL

Stall Talk
Stall Talk Financials - Working Copy 12.9.12
FINANCIALS

12/9/2012

Stall Talk
Financial Model

12 Months Ending 12/31/2012	12 Months Ending 12/31/2013	12 Months Ending 12/31/2014	12 Months Ending 12/31/2015	12 Months Ending 12/31/2016	12 Months Ending 12/31/2017	12 Months Ending 12/31/2018
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PROJECTED PROFIT & LOSS

Revenue	\$ 31,320	\$ 3,183,385	\$ 20,680,022	\$ 40,255,948	\$ 63,075,298	\$ 69,142,088	\$ 118,438,753
Cost of Sales	20,338	1,118,585	8,220,485	12,398,113	18,888,075	28,660,769	36,731,680
Gross Profit	10,982	2,064,800	14,442,537	27,859,836	43,187,218	60,483,099	79,708,873
Gross Profit Percent	35.1%	64.9%	69.9%	69.2%	68.5%	67.8%	67.3%
Expenses							
Sales & Marketing	4,662	945,602	3,370,988	5,739,103	8,402,517	11,514,622	24,030,675
General & Administrative	12,800	642,069	834,173	983,308	1,029,344	1,087,430	1,157,688
Total	17,462	1,587,671	4,314,141	6,722,412	9,441,861	13,072,082	25,188,343
Income From Operations	18,480	478,536	10,128,416	21,147,423	33,745,357	47,411,047	54,518,529
Other (Income) Expenses	0	0	0	0	0	0	0
Net Income Before Taxes	18,480	478,536	10,128,416	21,147,423	33,745,357	47,411,047	54,518,529
Income Taxes - Distribution	0	183,048	4,051,587	8,458,888	13,488,143	18,988,419	21,807,472
Net Income After Taxes	18,480	312,887	6,077,050	12,688,454	20,247,214	28,422,628	32,711,118
Net Income Percentage	-20.59%	9.82%	29.41%	31.52%	32.10%	31.95%	27.62%
Cumulative Net Income	\$ 18,480	\$ 308,207	\$ 8,383,257	\$ 19,071,711	\$ 39,318,925	\$ 67,801,554	\$ 100,512,672

BALANCE SHEET PROJECTIONS

FUNDING NEEDS

Funding Uses

Amount

• Marketing expenses	\$ 150,000
• Travel expenses	300,000
• Working capital	100,000
• Office	60,000
• R&D (Prototype)	25,000
• Inventory	150,000
• Content Creation	200,000
• Competitions	150,000
• Public Relations	50,000
• Professional Services	30,000

Total Funding Needs: \$1,500,000